

RECEIVED  
CENTRAL FAX CENTER

MAR 29 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Applicant: Plow	)	Art Unit: 3622
	)	
Serial No.: 09/922,201	)	Examiner: Lastra
	)	
Filed: August 2, 2001	)	STL9-2000-0037-US1
	)	
For: SYSTEM, METHOD, AND COMPUTER	)	March 28, 2005
PROGRAM PRODUCT FOR SELECTIVELY	)	750 B STREET, Suite 3120
DISPLAYING INTERNET ADVERTISEMENTS	)	San Diego, CA 92101
	)	

NOTICE OF APPEAL

Commissioner of Patents and Trademarks  
Washington, DC 20231

Dear Sir:

The final rejections in the Office Action dated February 8, 2005 are hereby appealed.

Respectfully submitted,



John L. Rogitz  
Registration No. 33,549  
Attorney of Record  
750 B Street, Suite 3120  
San Diego, CA 92101  
Telephone: (619) 338-8075

JLR:jg

1176-S,NAP